

# Welcoming Users to Digital Libraries

## Redesigning an Open Access Repository for Community Engaged Health Research

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*One Health: Information in an Interdependent World*  
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# Objective

- To show how design research methods improve the user experience of a subject-based, open repository.

# Outline

- Before: Who, What, Why and How
- Intervention: Who, What, Why and How
- After: Now what?

# Before the Intervention: Who?

- Community Health Engagement Program (CHEP) of Indiana CTSI
  - CTSA: Clinical and Translational Science Awards
  - Community participation is a key feature of translational medicine (if we want to move discovery from the bench all the way to our neighborhoods)



# Before the Intervention: Who?

- Expertise on the CHEP team included:
  - Community-based Participatory Research (CBPR)
  - Health communications
  - Land-grant “extension” service (Purdue)
  - Research recruitment
  - Ethics
  - Medical libraries



# Before the Intervention: What?

- An Open Repository
  - Best practices for CTSA community engagement programs
  - Contributors from across all CTSA
  - Built on the HubZero platform (<http://hubzero.org/>)
- Collection development focused on capacity building, including:
  - Networking
  - Organizational strategies
  - Seed/Pilot funding mechanisms
  - Stakeholder registries and databases
  - Communication tools and strategies
  - Evaluation tools and strategies

# Before the Intervention: Why and How?

- Why:
  - To share and learn with other CTSA-funded programs
  - To create an open knowledge base for future community engaged research (CEnR) programs
- How:
  - American Recovery & Reinvestment Act of 2009 (ARRA): “Advancing Community Engagement in Science (ACES)”
  - Convened advisory committee representing 11 CTSA (stakeholders, contributors, consultants, “ambassadors”)
  - Engaged advisory committee in an iterative process to design site and build the repository.





## Welcome to ctsa2community.org!

Dedicated to providing a place to share ideas, experiences, and best practices utilized by CTSA community engagement programs.



### Find by Category

A framework that classifies elements of a productive Community Engaged Research (CErR) program



### Find by Problem

List of problems with associated resources



### Find by Tag

Table-based display organized by category and other keywords

### Featured Community Engagement Resource



[Principles of Community Engagement \(Second Edition\)](#): The first edition of Principles of Community Engagement was published in 1997 by the CDC and the Agency for Toxic Substances and Disease Registry. Since then, the body of knowledge supporting ...



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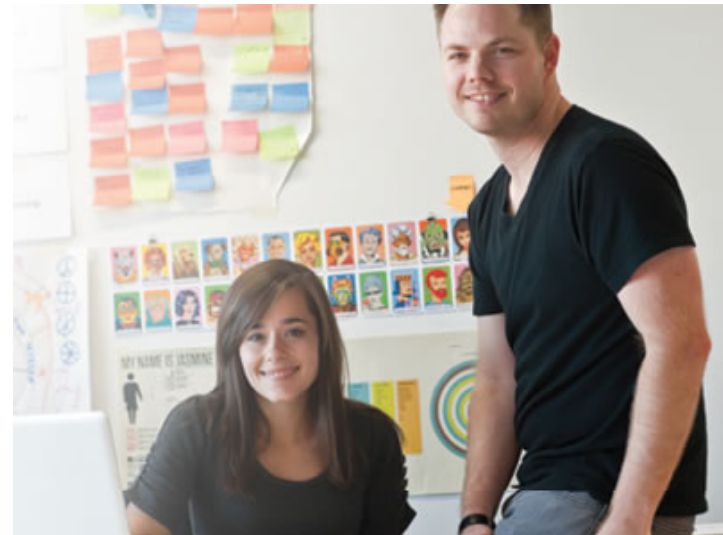
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# The Intervention: Who?

- Herron School of Art and Design (IUPUI)
- Faculty member and recent graduates





# The Intervention: What and Why?

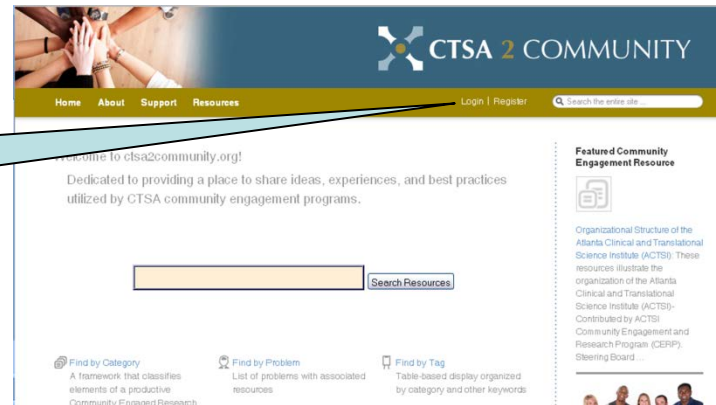
- What:

- Visual communications audit
- Aligning site's design and functions with the values of the project and its users
- Messaging recommendations and tools

- Why:

- Needed promotional materials and tools to encourage participation
- Potential contributors seemed confused about the purpose of the site
- Plenty of moral support; lagging growth

Login! Create a profile to get started.



# The Intervention: How?

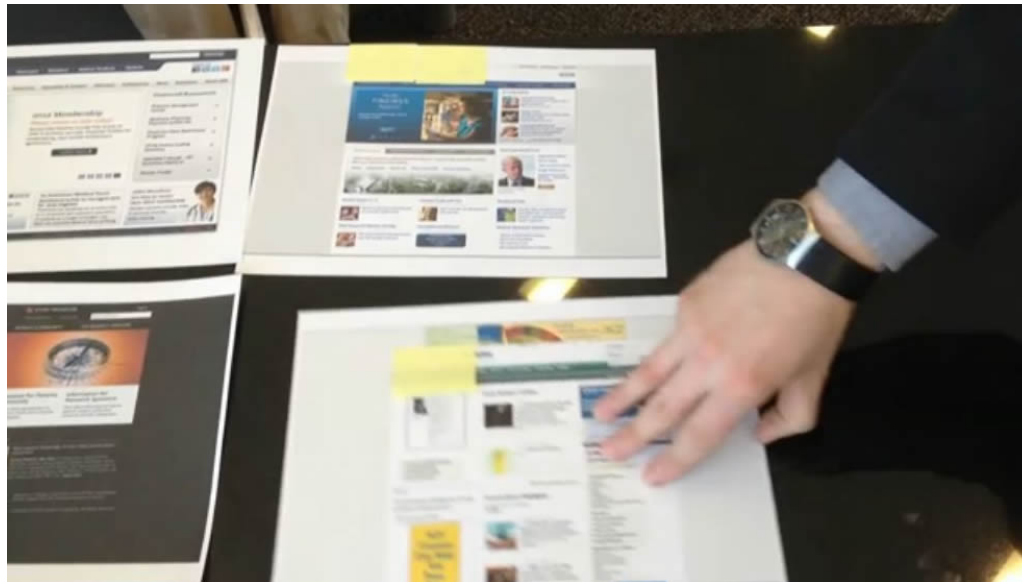
- Key informant interviews (n=10)
  - Community engagement researchers and program partners at CTSAs
  - CTSA2Community contacts and collaborators
- Selected questions [paraphrased]
  - Who does the site serve? (Academics, not the community)
  - Should it serve the community? (Yes)
  - How would you share this site with your colleagues? (Electronically and verbally, while actively working on shared projects.)

# The Intervention: How?

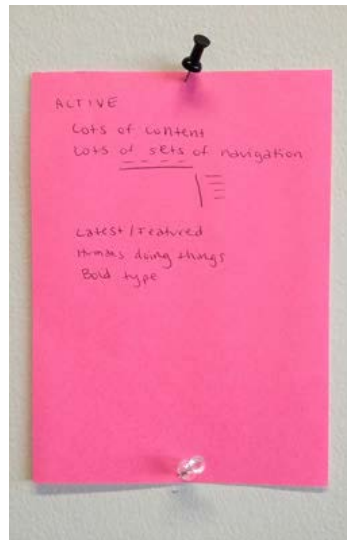
- Selected Conclusions and Recommendations
  - Contributions fuel the site (highlight this in the design)
  - Identity crisis (“community engagement” but community is not engaged)
  - Show activity (not a static collection, but a place for shared work and growth)
  - Distinguish purpose of site (different from the other community engagement and CTSA sites?)
  - Important theme words: Active, Comprehensive, Relevant, Credible, and Welcoming

# The Intervention: How?

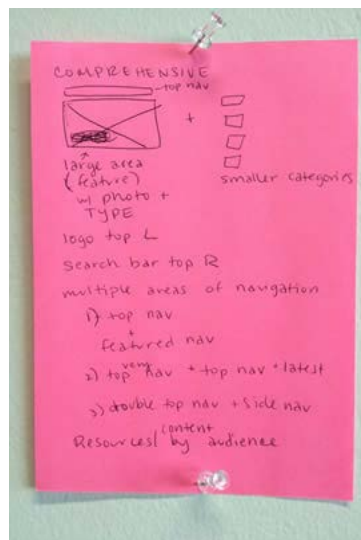
- Card sort with the project team
  - Using keywords: “Active,” “Comprehensive,” “Relevant,” “Credible,” and “Welcoming”
  - Sort sample layouts/designs (e.g., most “active” to least “active”)



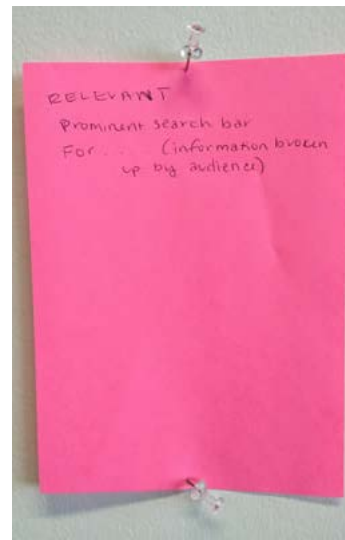
# The Intervention: Card Sort Results



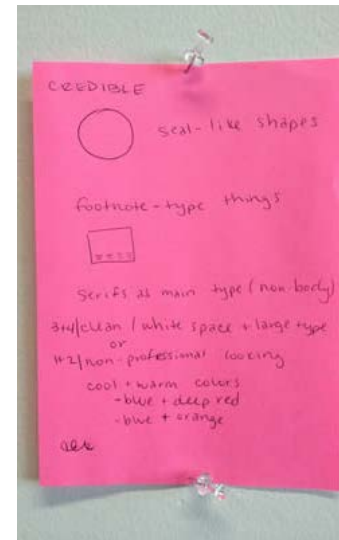
Active



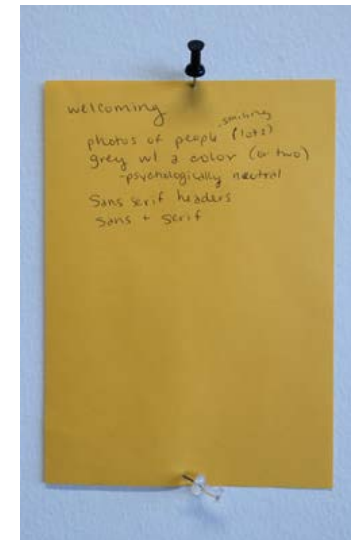
Comprehensive



Relevant



Credible



Welcoming

## Challenges of Renaming

- join  
hands in  
heads together  
water tower  
stockpile  
warehouse  
seed bank  
loot
- wagon train  
Scout  
cup of data  
raise the roof
- THINGS THAT WORK TOGETHER
- pack  
pod  
ants
- belay  
belayer  
belay on
- Socle  
(sōcle)
- glean  
midpoint
- Sharecrop
- belay  
sharecrop (per)  
Socle
- Tool Centr
- Tools for community  
engaged translational research
- Tool Centr
- tool  
tool  
toolCENTR  
toolCENTR  
tool



# CORUS

Working together to advance  
Community Engaged Research

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Children in an Atlanta school being weighed and measured for a nutrition and physical activity project.



### Find a resource

- Find by Category
- Find by Problem
- Find by Tag

CORUS (*previously CTSA2Community*), a platform for finding and sharing tools for community engaged research (CEnR), aims to strengthen the activities of community engaged research programs and their partners by building a robust database of best practices. ***Please complete a short survey about our site.***

# 150

total resources like these

- MetroFuture Regional Plan and Engagement Process
- MetroBoston DataCommon
- Community Health Status Indicators

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# CORUS: Lessons Learned

## Cross-campus, interdisciplinary work

(It's worth the effort ... but it is effort)

- Learning how to talk to each other
- Establishing shared values
- “Letting go” - some features needed to retire to make way for others
- Creativity starts with “c” ... and so does “compromise”:
  - Community (CBPR, CEnR, CCPH, CES4Health, Community Toolbox, CBPRCurriculum)
  - CTSA (Clinical and Translational Science Awards)
  - CORUS (“Community Research Utilities and Support”)



# CORUS: Lessons Learned

## Visual communications

- Design: more than creating a slick visual appearance
- Knowing the scope, mission and message is not enough
- Knowing how to communicate these is another task
- Communication: more than just “marketing”
- “Show don’t tell” or “show and tell”



# CORUS: Lessons Learned

(Doing the work to **SHOW** the message, can **CHANGE** a project.)

- CORUS is in many ways a new repository:
  - Not just CTSA2Community, version 2
  - New brand
  - Broader scope for collection development
  - Broader market demographics
  - Still rich, but less bibliographic description
  - More about sharing; less about finding
  - New site functions (comments, ratings, social features ...)





# CORUS: Now What?

- **Contributions:** 150 and growing?
- **Features a librarian wants:** DOIs? Stable URLs? OAI-PMH?
- **Features CEnR collaborators want:** Shared workspaces? Testimonials? Networking?
- **Sustainability:** New partners? Funding?



ctsacorus.org

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**ctsacorus.org**

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<http://www.whosintheattic.com/>

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